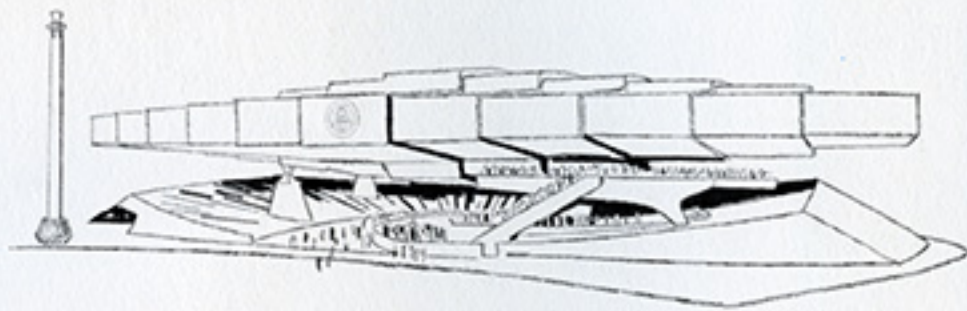


communications planning for your exhibit



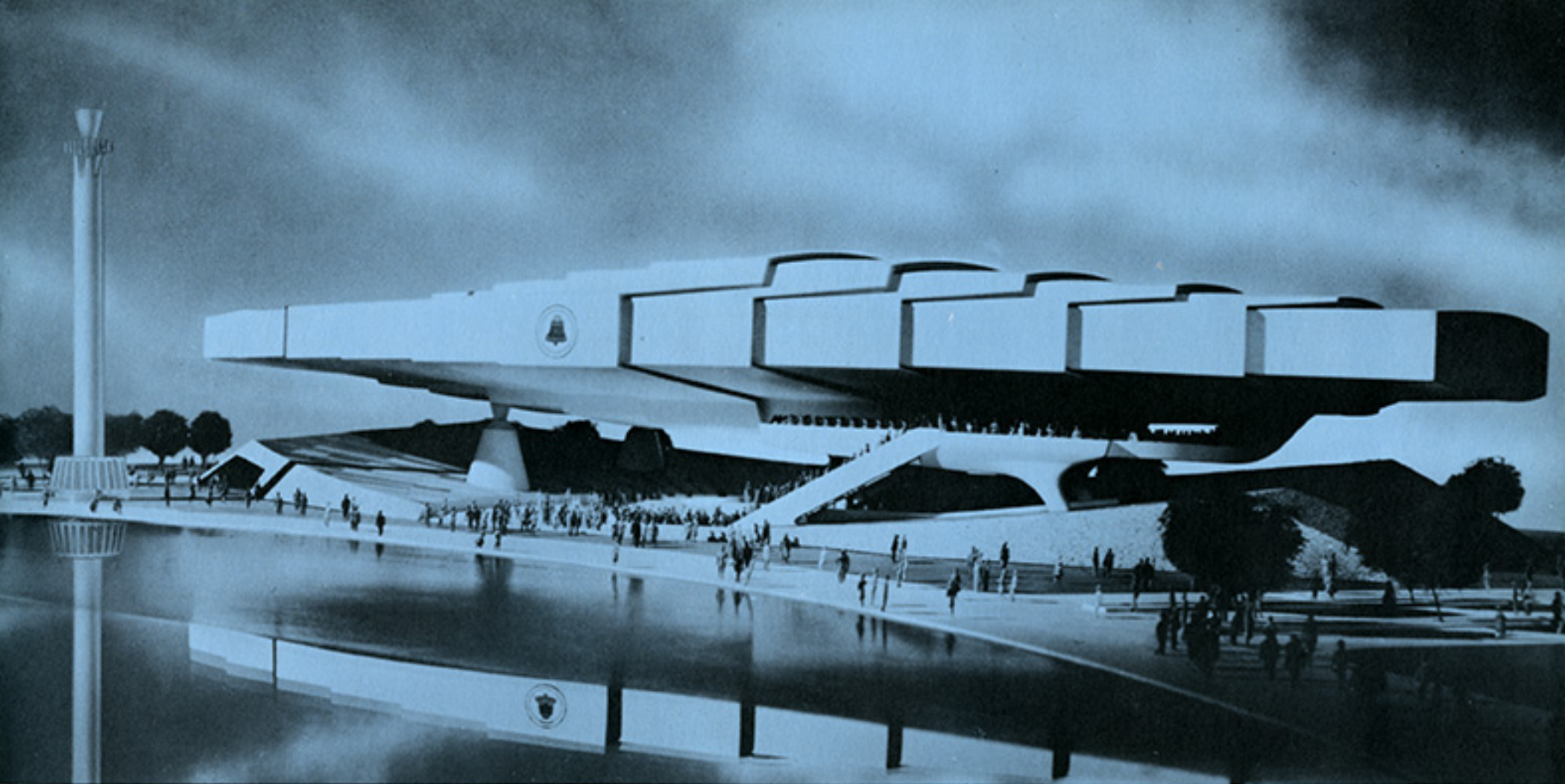
NEW YORK WORLD'S FAIR 1964 — 1965





The purpose of this booklet is to show you, as a World's Fair exhibitor, the wide variety of communications services available, as well as to assist you in planning for use of those that will contribute most toward a thoroughly successful participation.

Whether your objective is to build corporate prestige, enhance your national image, improve your marketing position — or all of these — effective use of the facilities of New York Telephone can make a significant contribution to your success.



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plan now for your fair communications facilities

TELEVISION TRANSMISSION

Facilities for transmitting TV programs, closed circuit or network, can be set up at any point on the Fair grounds.

TELETYPEWRITER

For fast, accurate written record in the operation of your exhibit, or in linking your exhibit building to home office or branches, Bell System teletypewriter provides fast, accurate

communication, whether across the city, or across the country.

DATA TRANSMISSION


Many exhibitors are using Bell System facilities to demonstrate how their computers and other data-digesting machines "talk" to each other at any distance over our switching network. You can send facts and figures speedily and with reliable accuracy over this network or over private lines.

PRIVATE AND LEASED LINES

Extra efficiency, economy and flexibility are possible through the use of private or leased lines as an integrated part of your communications system.

Available in any needed number, these may connect any desired points, and may be used for voice, written or data transmission.





You get prompt, reliable maintenance without extra cost on all Bell System equipment.

**HELP IN PRE-PLANNING FOR YOUR TOTAL COMMUNICATIONS NEEDS
IS A NO-CHARGE SERVICE OF NEW YORK TELEPHONE**

You can save money and achieve better coordination in your World's Fair communications by planning **now** to meet those needs. To help you with this planning, our Communications Consultants and Engineers

located at the World's Fair stand ready to meet with you and your associates at any time to discuss your communications needs. There is no cost or obligation involved for this service. Call (Area Code 212) 888-9950

for best service, for handsomest appearance . . . the right kind of telephone in the right



PUSH-BUTTON TELEPHONE: This model handles up to five outside or inside lines in any desired combination.



CALL DIRECTOR: Handles up to 29 lines of any kind, comes with built-in Speakerphone if desired.



PANELPHONE: Mounts flush with wall for compact, "built-in" look. Saves desk space, provides stylish accent.

Many models of telephones are available to meet your particular needs and to help your company get the greatest possible benefit from its communications service, both on "outside" lines and intercom. All these and many more models may be had in your choice of colors to

blend harmoniously with your exhibit area and provide colorful accents. A wide variety of additional features may be integrated into your system as required. For example, telephones are available with adjustable volume control for the hard-of-hearing, with flashing lights, chimes and gongs to

signal ringing in noisy areas, and with an exclusion feature to assure privacy on any lines you may select. For delivery of commercial messages and public-service announcements, automatic answering sets are available. These can also be used for after-hours answering.

place . . . and in the right color!



WALL SET: Saves desk or table space. Available with separate push buttons for multi-line use.



SPEAKERPHONE: "Hands-free" telephone . . . no need even to lift the handset if you do not wish to do so.



PRINCESS PHONE: Styled up in glamour, down in size. Petite and compact for your high-style reception and lounge areas.

NEW! ALL THESE COLORFUL TELEPHONES ARE NOW AVAILABLE WITH
TOUCH-TONE

Touch-Tone has ten buttons in place of a dial. Each button, as you touch it, sounds a musical note all its own.

It's different, distinctive, delightful — and faster than conventional dialing.

Your employees and visitors will find this handsome, easy-to-operate telephone a real conversation piece.

Touch-Tone is available on all models, including the push-button phone and the Call Director.



CENTREX

the ultimate in communications service for the world's fair exhibitor

- ☐ Saves valuable space.
 - Automatic switching system is located in the New York Telephone Central Office and not on your premises.
 - This means more exhibit space.
- ☐ Completes calls faster.
 - Quicker, automatic handling of incoming calls.
- ☐ Saves operator's time.
 - In most cases, only a part-time duty for your receptionist . . . no special operator required.
- ☐ Works on both "outside" and "inside" calls.
 - Offers a multitude of optional features tailored to your special needs.
- ☐ With Touch-Tone where desired.
 - This feature is available on any or all stations.
- ☐ Prompt, reliable maintenance.
 - Telephone technicians constantly maintain service at no extra cost on all Bell System equipment.

CENTREX is a modern, mechanized, complete communications service providing:

- **DIRECT INWARD DIALING:** Incoming calls, local or long distance, can be dialed directly to an individual station user, thereby by-passing the switchboard attendant, saving time on each call.
- **DIRECT OUTWARD DIALING:** Outgoing calls, local and long distance, are dialed

directly, affording speedier service and privacy.

- **INTERCOMMUNICATION:** All telephones connect with any other telephone on the same system.
- **INDIVIDUAL STATION BILLING:** All long distance calls are itemized monthly by station number, showing the city and telephone number called, date of call and cost of the call. This saves considerable accounting expense while giving accurate

record and control of all long distance calling, a further opportunity for savings.

- **STATION TRANSFER:** All incoming calls, local and long distance, may be transferred from one telephone to another with the aid of the switchboard attendant.
- **SPECIAL SERVICES:** Special telephone features are available as needed by CENTREX users.

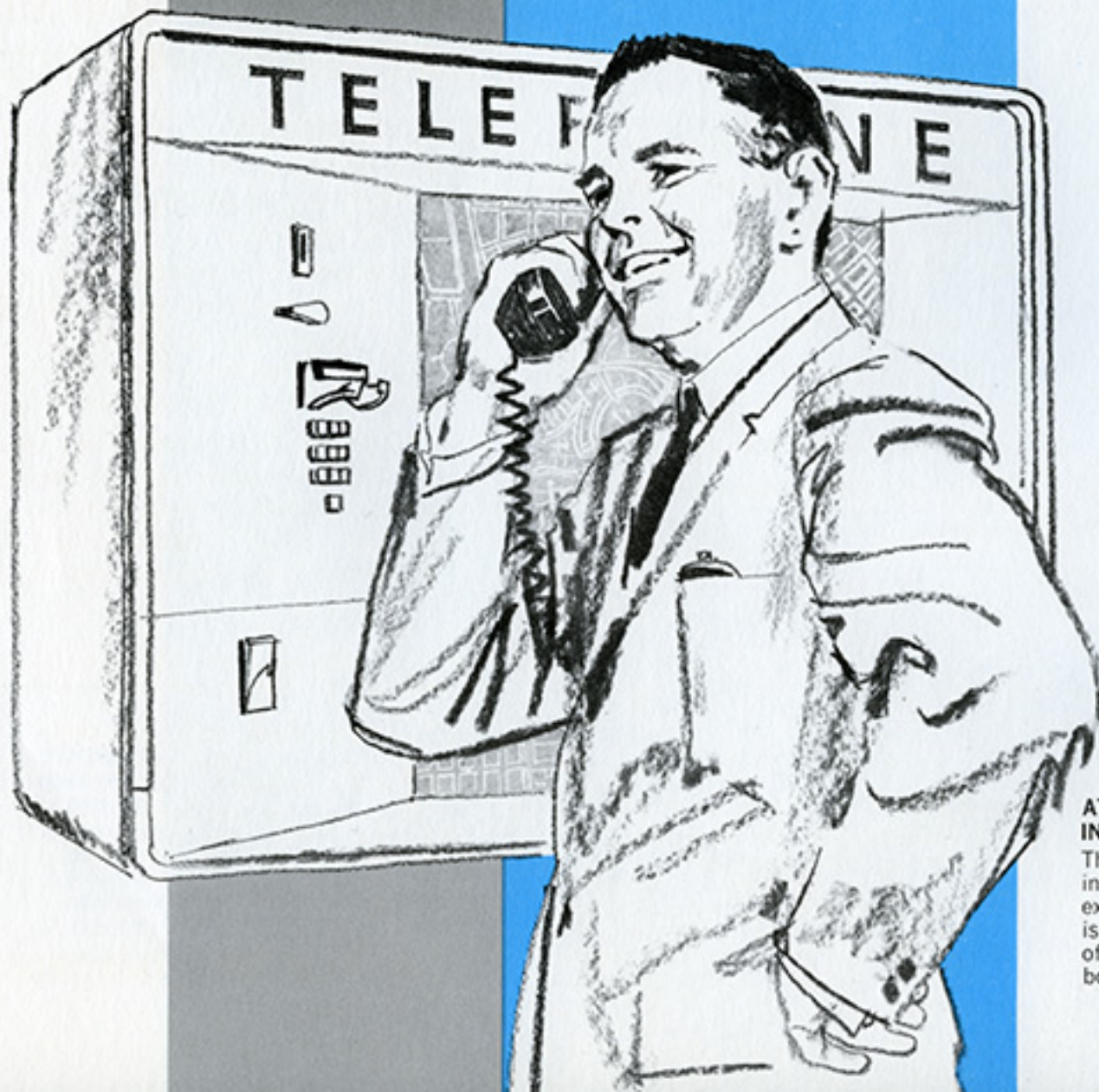
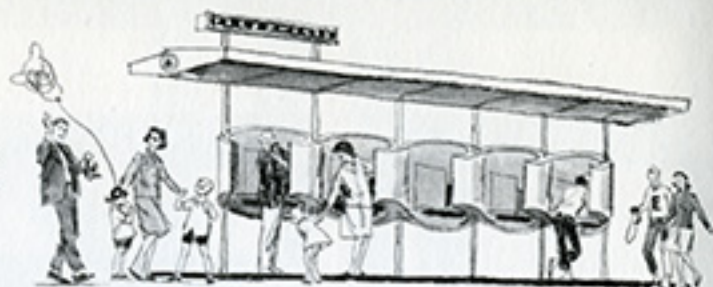
REX



In Centrex installations, modern, compact desk-top consoles replace bulky switchboards.

TOUCH-TONE CALLING

All public telephone installations at the Fair will be equipped for Touch-Tone calling—a feature of the telephones of the future that provides fast push-button operation in place of the regular dial.



convenient,
comfortable,
attractive
PUBLIC TELEPHONES
will help to
build traffic at your
fair exhibit

ATTRACTIVE, WALK-UP TYPE INSTALLATION

These may be wall-hung or flush-mounted in all appropriate locations throughout your exhibit. An integral part of the installation is a World's Fair map that highlights points of interest and pinpoints the location of the booth.

PUBLIC TELEPHONE BOOTHS WILL BE CONVENIENTLY LOCATED

Attractive blue-and-white open booths with especially favorable acoustical characteristics will be strategically located throughout the Fair in clusters of three to eight. These

high-style installations feature an interesting scalloped effect and eye-catching illuminated roofs.

Wherever people gather, anywhere in America, they expect to find public telephones readily available. Certainly no exhibit catering to the public and competing for its favor and attention can be complete without making advance provision for adequate public telephone service.

We have developed up-to-the-minute equipment for World's Fair use. These

telephones are designed to be mounted on convenient walls, recessed, or installed in booths of your own design to blend with any motif.

Our planning group stands ready to work with your people, including your architects, in developing the kind of public telephone facilities that will bring you the greatest possible benefit.



FAMILY BOOTHS WILL BE PART OF THE BELL SYSTEM EXHIBIT

Small groups comfortably seated in spacious, air-conditioned shells of ultra-modern design may talk in conversational tones, and listen, without using individual telephones. Their voices are transmitted through a speaker arrangement housed in the ceiling.

to lend appropriate
"atmosphere" to your exhibit,
handsome display telephones
and telephone equipment
are available without charge

The telephone is so much a part of everyday living that few contemporary exhibits can be considered truly authentic without it.

Consequently, if display telephones and other telephone equipment will be of help to you in any of your exhibit areas, we will be glad to make them available to you without charge.

All the telephones illustrated on pages 6 and 7 are available in non-working display models for this purpose. In addition, other selected telephone equipment is available as required.

- For assistance with any aspect of your planning for World's Fair communications, telephone

(Area Code 212) 888-9950

This is our Main Office on the grounds of the New York World's Fair.

Our full-time task is to help you obtain maximum benefit from your World's Fair exhibit through best possible use of communications facilities.



New York Telephone

